

PRESENTER/SPEAKER BIOS

INTRODUCTION TO HIGHWAY SAFETY MEDIA

Lori Cogan

Senior Vice President of Integrated Marketing
The Tombras Group

Lori Cogan is a senior vice president of integrated marketing with The Tombras Group, and has six years of experience with highway safety advertising campaigns. Cogan has developed integrated marketing communications plans for nonprofit organizations, regional businesses and Fortune 500 corporations for 20 years. Prior to that, she spent seven years as a public information specialist with the U.S. Army at Fort Bragg, NC.

Guy Jacobssen

Senior Vice President and Media Director
The Tombras Group

Guy Jacobssen is a senior vice president and media director with The Tombras Group, and has more than 10 years' experience with highway safety advertising campaigns. First with the TN Department of Transportation and for the last several years with NHTSA, he has worked with a number of national clients, including Dr. Pepper, Kentucky Fried Chicken, Sanka Brand Coffee, and Johnson & Johnson Baby Oil.

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MAIN OPENING SESSION

Harris Blackwood

Director

Georgia Governor's Office of Highway Safety

Harris Blackwood was appointed director of the Governor's Office of Highway Safety by Gov. Nathan Deal on January 10, 2011. Prior to his appointment, he served as a senior advisor to the governor's campaign and communications director for the inaugural activities. His previous experience in State government includes management positions with the Georgia Department of Corrections and the Stone Mountain Memorial Association. His work in the media has earned him numerous honors including being named three times as Georgia's top columnist by the Georgia Press Association. He is a Paul Harris Fellow of Rotary International and is a past chairman of the Lanier Technical College Foundation. He is a member of the Georgia Drivers Education Commission.

David Strickland

National Highway Traffic Safety Administration

David L. Strickland currently serves as the administrator of the National Highway Traffic Safety Administration. He was sworn in January 4, 2010. Prior to his appointment, he served for eight years on the staff of the U.S. Senate Committee on Commerce, Science and Transportation. As the senior counsel for the Consumer Protection Subcommittee, he was the lead staff person for the oversight of the National Highway Traffic Safety Administration, the Federal Trade Commission, and the Consumer Product Safety Commission. He also served as the lead Senate staff person in the formulation of the Corporate Average Fuel Economy (CAFE) reforms and standards included in the Energy Independence and Security Act of 2007. He held a staff leadership role in the 2005 reauthorization of NHTSA in the Safe, Accountable, Flexible, Efficient Transportation Equity Act – a Legacy for Users (SAFETEA-LU). His work in advising Commerce Committee members led to the inclusion of several significant vehicle safety mandates, including the electronic stability control mandate for every passenger vehicle. Strickland advised Congressional members on safety reforms and funding increases for NHTSA's seat belt and drunk driving grant programs and earned national recognition from Mothers Against Drunk Driving, who named him congressional staffer of the year in 2004 for his role in making the driving public safer. Strickland earned his J.D. degree at Harvard Law School, and his B.S. degree in communication studies and political science at Northwestern University.

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PLENARY SESSION 1: Is Our Target Audience Changing? Insights Into the Millennial Population

MODERATOR:

Nathan Bowie

Information Officer

Minnesota Office of Highway Safety

Nathan is an information officer at the Minnesota Department of Public Safety (DPS), where he directs media and communications outreach efforts for the Office of Traffic Safety. Nathan has worked at DPS since 2001. Prior to his work in Minnesota, Nathan conducted media relations for the National Kidney Foundation in Washington, DC.

David Jacobs

Senior VP and Director of Innovation and Strategy

The Tombras Group

David Jacobs is the senior vice president and director of innovation and strategy for The Tombras Group. Jacobs is currently the Tennessee State Director for the American Advertising Federation – the largest national trade association for advertising professionals – and was most recently awarded that organization's National Silver Medal for lifetime achievement. He has received hundreds of professional awards and accolades from his peers in the marketing communications industry, including National ADDY® Awards, National TELLYS, London International Advertising Awards, recognition from the International Association of Business Communicators, and honors from the Public Relations Society of America.

Beth Coleman

VP, Audience Research

MTV Networks (MTVN) Entertainment Group

Beth Coleman has been with MTVN since April 1995. She currently oversees the MTV Networks Entertainment Group Audience Research for Comedy Central, Spike, TVLAND and CMT. Coleman is charged with making the consumer connection with the group's varied audiences by providing expertise in its demo segments including men, young adults, boomers and families. She specializes in studies, surveys and metrics that help internal and external clients further their knowledge of brand targets, understand engagement, and gauge how marketing messages effect viewers across platforms. Additionally, she leads

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the research team in providing audience measurement, analytics and forecasting for the four channels. Before her role as VP MTVN, Coleman had been VP of research at Spike TV, VP of research at Paramount Television and VP of Research at UPN. Coleman started her media career in research and programming at TV studios and a TV station. Coleman has a B.A. from the University of Maryland in radio/television/film and business.

PLENARY SESSION 2: New Media—The Shiny New Tool in the Toolbox

MODERATOR:

Katie Fallon

Public Information Officer
Georgia Governor's Office of Highway Safety

Katie Fallon is the public information officer for the Georgia Governor's Office of Highway Safety (GOHS). She has been with GOHS for more than three years and has a background as a journalist, including work as an on-camera contributor for CNN, and a communications officer for the Georgia State Patrol. Originally from New York, she graduated from Villanova University in 2003.

Larry Weissman

Southeast Director of Sales
SAY Media

Currently, Weissman is the SE director of sales for SAY Media and holds responsibility for revenue generation in the nine-State southeast and Texas regions. Prior to this, Weissman was the founder and president of Paradigm Direct Marketing, a direct response and digital advertising agency based in Atlanta. He grew Paradigm into a leading agency as a pioneer in the establishment of direct response and brand media metrics in the digital space. At the time of his departure from Paradigm, the firm had become an industry leader, having established successful marketing plans for NAPA Auto Parts, Fidelity Investments, Capital One Credit Cards, Discover Card, Lands' End, Home Depot and many others. Weissman received his degree from the University of Georgia and has certification from the Harvard Business School in the marketing of innovative technologies.

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Nancy White

Director of Public Affairs

AAA

With nearly 20 years of association communications experience, White joined the AAA public affairs staff in early 2010. In addition to overseeing AAA's national PR campaigns on teen driver safety and senior driver safety, she and her team manage initiatives to raise the visibility of traffic safety issues, AAA's Federal policy advocacy efforts as well as AAA and the AAA Foundation for Traffic Safety's research. Prior to joining AAA, White developed and directed public relations, advertising and marketing campaigns for national organizations including the Society for Human Resource Management (SHRM), the Recreation Vehicle Industry Association (RVIA), and the Wine and Spirits Wholesalers Association (WSWA). A Michigan native, she began her Washington, DC, area association career in public relations at the National Institute for Automotive Service Excellence (ASE). White holds a B.A. in English from Wayne State University.

PLENARY SESSION 3: Training for New Taglines—Alcohol, Child Passenger Safety, and Distracted Driving Updates

Cece Wedel

Campaign Director

The Ad Council

As campaign director at the Ad Council, Wedel is responsible for managing day-to-day campaign operations. Her responsibilities include managing the sponsors and volunteer advertising agencies and overseeing the development of six campaigns through research, strategy, creative, production, and distribution of the campaign materials. Wedel joined the Advertising Council in February 2007 and works on several high-profile issues, including drunk driving prevention and child passenger safety with the U.S. Department of Transportation, foreclosure prevention with NeighborWorks America, the Newborn and Child Survival campaign with Save the Children and the Pet Adoption campaign with the Humane Society of the United States and Maddie's Fund. Wedel graduated from the University of Virginia with a BA in psychology.

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Gaby Duran-Gorman

Account Supervisor
The Tombras Group

Gaby Duran-Gorman is an account supervisor with The Tombras Group and has four years of experience with highway safety advertising campaigns. She helps coordinate day-to-day operations of all major advertising campaigns, planners and demonstration programs and assists in strategy development and input of all new and existing projects for NHTSA's Office of Communications and Consumer Information. Duran-Gorman has 14 years of experience working on integrated marketing communications programs for several well-known companies and brands. She graduated from the University of Michigan and has an MBA from the Kogod School of Business at American University.

PLENARY SESSION 4: The Changing Media Landscape

MODERATOR:

Anne Readett

Chief, Communications Section
Michigan Office of Highway Safety Planning

Anne Readett is the communications section chief for the Michigan Office of Highway Safety Planning and has worked in traffic safety since joining the office in 1993. Prior to OHSP, she worked in the Senate Majority News Office for six years, serving as the publications manager and deputy director. She has bachelor's and master's degrees in journalism as well as a master's degree in general administration.

Mark Dames

Account Executive, Southeast Region
Turner Entertainment

Mark W. Dames is an account executive, Southeast region, for TBS, TNT and truTV. In this role with Turner Broadcasting Sales, he is responsible for national TV advertising sales to clients and agencies in six states. Dames generates new business opportunities and develops strategic partnerships with clients. Dames has been with Turner Broadcasting Sales since 1999. Previously, he served as an account executive for TBS, TNT and Cartoon Network/Adult Swim. He also worked for Turner Network Sales, including a stint as an account director for the central division, where he was responsible for sales and marketing of CNN, TBS, TNT and

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many other Turner-owned networks in three Midwestern states. Dames joined Turner Broadcasting System in 1991 as a sales consultant for Turner Home Satellite. He is a graduate of Villanova University with a bachelor's degree in political science.

Lee Zell

Account Executive
Turner Sports

Lee Zell is an account executive for Turner Sports, the sports marketing and broadcast arm of Turner Entertainment. In this capacity, she is responsible for National TV advertising sales of the portfolio of sports properties, which include NASCAR, NBA, MLB, PGA, NCAA March Madness, and NBA TV, in eight states in the Southeast. Zell began her career with Turner Broadcasting in 1999 with the TBS local affiliate, TBS17. In 2000, Turner South Regional Network was launched and she was charged with selling both local and regional advertising, covering six states in the Southeast. In 2006, she joined Turner Sports as a National account executive. Her media experience includes local, regional, National, and digital sales. Zell graduated from the University of Georgia with a bachelor's degree in communications. She is active with the University of Georgia Alumni Association, the Junior League of Atlanta and the Camp Stars Bereavement Camp for Children.

CLOSING SESSION: Implementing What We Have Learned

Barbara Harsha

Executive Director
Governors Highway Safety Association

Since April 1988, Barbara Harsha has been the executive director of the Governors Highway Safety Association (GHSA)—the nonprofit organization that represents state highway safety offices. Prior to joining GHSA, Harsha spent 10 years at the National League of Cities, one of the major public interest groups in Washington. She served as a senior policy analyst for the league's transportation committee and later as the director of policy development. Before coming to Washington, she was a transportation planner with the Southern California Association of Governments in Los Angeles. She holds a master's degree in urban planning from the University of Southern California and a BA degree from Washington University in St. Louis.
